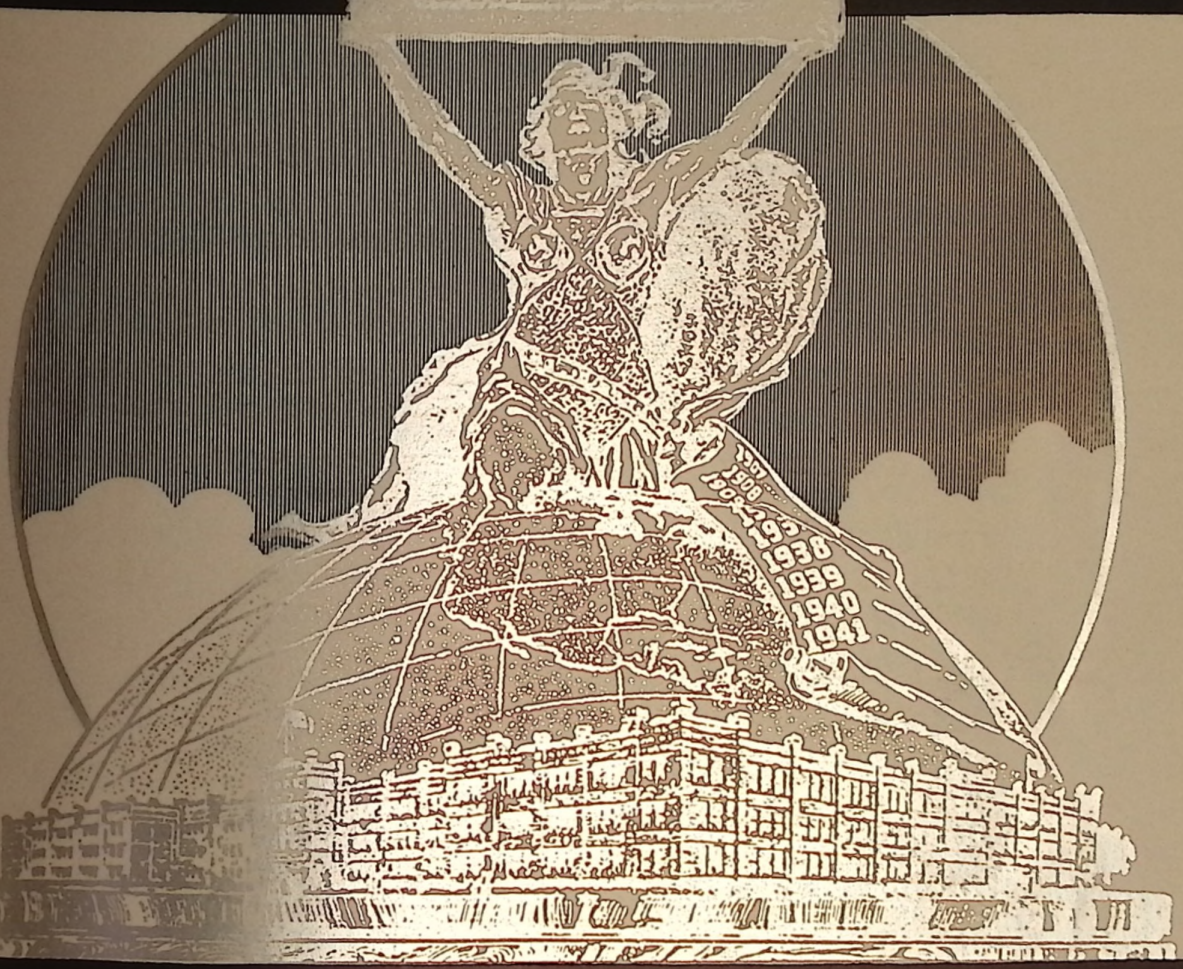
THE REVIEW

Vol. XXXV—No. 22 May 8, 1941



Don't Envy Him! . . .

Resolve Now to Join Him in the North Woods Vacation

. . . Contest Closes May 24th

WE NEED today inspiration, not irritation. We need education, not seduction or coercion. We need appreciation of the good that is, not an assumption that all is evil. We need research that we may know more, not ignorance that we may work more. We need respect, not cynicism. We need faith, not hopelessness. We need stability to make and keep homes. We need expansion, not mere restoration of resources, so that more than the upper third of our population may have homes. We need more things, more widely distributed, with good manners.

—OWEN D. YOUNG.

The REVIEW

Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vool. XXXV JOLIET, ILLINOIS, MAY 8, 1941 No. 22

THINK YOU ARE GOOD THEN MAKE YOURSELF PROVE IT

Orison Swett Marden said: "A man who is self-reliant, optimistic and undertakes his work with the assurance of success, magnetizes conditions. He draws to himself the literal fulfillment of the promise, 'For unto every one that hath shall be given, and he shall have abundance'."

We often hear of a man that he is a master salesman. This is the world's tribute to one who, by the force of his character and the creative power of his thought, wrings success from the most adverse circumstances. Confidence begets confidence. A man who carries in his very presence an air of victory, radiates assurance, and imparts to others confidence in himself and the thing he stands for.

Never permit one defeat, or a dozen, to discourage you. Whenever you are inclined to belittle yourself think of this: A man's confidence measures the height of his possibilities. A stream cannot rise higher than its source. In other words, it's the little springs, creeks, brooks, that make the river. It's your knowledge of your territoy, of your customers, of your customers' business, of your

line and every part of it, that makes you a successful Gerlach-Barklow salesman. To my mind, a successful Gerlach-Barklow salesman is like a mighty river. You have to go back to the creeks, brooks and the springs, which I liken to your study of every part of your line, your business, your customers and your territory.

Analyze the successful Gerlach-Barklow salesman. You will find he has a complete analysis of his business, of his territory, of his line, and of his prospects. Think YOU are as good as the best Gerlach-Barklow salesman and then make yourself prove it.

You have done a wonderful job in April, many of you already having won in the Fishing Contest. Many of you still have a real chance. Remember, many times the race is won in the last lap. Remember, only two more weeks in the Fishing Contest—May 12th to 24th. Winning means a trip, adventure, contacts with the home office folks in Joliet who will be very happy to see you, contacts in the great outdoors where "Men come close to God's design."

HIT THE LINE HARD EVERY DAY IN MAY. Business continues very good and you have the opportunity to pile up your cash reserve and to get the momentum to go on to make JUNE, the BIRTHDAY MONTH, THE BEST EVER, THIS YEAR.

Remember, Think You Are Good, Then Make Yourself Prove It.

Best of Luck!

T. Mackeown.

Cultivate good habits, and you'll find that they are just as hard to break as bad ones.

—Exchange.

BUSINESS IS STIMULATED BY RISING PRICES

Congratulations to Charlie Clayton and Larry Moss for joining Amasa Hartman and Ryan Perry in winning the fishing contest early. They finished at the end of the sixth week. Results for the week of May 3rd are not complete but others will finish with the seventh week—and so many are close that a large enthusiastic crowd is assured to assemble in Joliet the week of July 6th.

The new prices are now in effect and are sure to help maintain a steady flow of business. The price increases at this time are very modest—giving our customers the advantage of many improved methods of manufacturing and very fortunate contracts for materials.

If you have worried any about advances in prices, you shouldn't let it give you a moments concern. History has always proven that business is stimulated by rising prices and retarded when prices are going down. During the World War, price increases were coming along every few weeks, usually 10% at a time on ALL parts of the line. I was selling in Missouri territory and it worried me tremendously until one day I met my competitor on the street and he said "Did you get a price increase today, Jim?" I said: "Yes we did," very gloomily. He said: "Isn't that great? Every time prices go up 10%, it means 10% more for Bob."

For a time the fear of price increases had gotten me down. It took a competitor to make me see the light of a greater opportunity. These modest increases are inevitable with every assurance of further increases later. Have no fear. They will stimulate not retard purchasing.

James R. Talcott

THANK YOU POST CARDS

FOR A RESTAURANT

Charlie Chamberlain is going to sell some Thank You post cards to a restaurant, using Friendly Flowers. The copy submitted can be sold to restaurants, cafes and tea rooms in any town in the country. Here it is:

CALAS RESTAURANT

ERIE, PA.

Come Again!

It's always a great pleasure to serve you and your friends, and we hope that you enjoy your visits here as much as we enjoy serving you!

Cordially,

GEORGE CALAS.

Note that brief letterhead copy is used at the top of the ad space, so that the post card seems to be a piece of stationery. Some restaurants will buy extra cards with no copy other than the heading, and these cards will be given to patrons to send to their friends.

The above copy expresses appreciation of patronage, even though the words "Thank You" are not used. If you prefer to sell a message in the style sampled on your Bright Bouquets post cards, try this:

> THANKS for visiting us! We enjoyed seeing you and we hope that you will dine here whenever you want the best food, perfectly served. It's always a pleasure to serve you and your friends.

YOU'RE WRITING YOUR OWN MEMBERSHIP TICKETS FOR THE SNAG CLUB

HURRY UP IF YOU'RE GOING WITH THIS BUNCH
CONTEST ENDS MAY 24TH

Here's How Many Go-Getters Are Writing Their Tickets

Charlie Clayton is determined not to miss the North Woods trip and scores four times for a volume of $1,500.

Mr. Clayton's first is a $775 sale of "Springtime" in R5A Indoor Billboards sold to a STOVE MANUFACTURER.

Number two is a $265 sale of Spanky's "Traffic Court" sold to a FURNITURE DEALER.

ADVERTISING MAKES POSSIBLE BETTER MERCHANDISE AT LOWER PRICES, THUS SERVING THE CONSUMER AND THROUGH SERVICE TO THE CONSUMER CREATING GREATER DEMANDS FOR ADVERTISED PRODUCTS.

Three is a $231 sale of "Happy Bluebird Family," to a TRUST COMPANY.

Four is a sale of 1,250 S-257, "Their Priceless Heritage" with Better Home and Gardens to a COAL DEALER.

Bob Shea follows through with a $1,500 sale of Floral Blotters to a NATIONAL BANK. This bank is located in a city of about 30,000 population, and began using blotter advertising in 1916, their investment that year amounting to $130. The account has grown steadily and consistently; last year it was about $1,200 as compared to this year's $1,500. The principal distribution is through schools.

ADVERTISING HELPS THE MANUFACTURER GET QUICKER DISTRIBUTION, MORE ECONOMICALLY AND MORE RAPIDLY BECAUSE IT BUILDS GREATER AND MORE IMMEDIATE PRODUCT ACCEPTANCE BY JOBBERS, DEALERS AND CONSUMERS.

Jim Hartman has a volume of $650 in three orders. His first is a $324 sale of "Spirit of America" on S-257 Dairy Calendar to a CREAMERY —a new customer.

The prominent copy line is "WHERE PURITY IS PROVED."

Number two is a $180 sale of SQA Folders, using "Playmates" sold to a SHEET METAL WORKER specializing in hotel equipment.

Third is a $146 sale of "Forever Yours" to a MANUFACTURING CONCERN—a new customer.

Herman F. Grotte never does things half way. When he puts on a Church distribution Fan campaign, he makes it worth while. Here's his opening order of the campaign, calling for $547 worth of Fans, sold to a FUNERAL DIRECTOR for Church distribution.

Leo Himelhoch scores twice for a volume of over $500. His first is a $260 sale of Paragon Leather to a STRUCTURAL STEEL COMPANY and his second is a $240 sale of FD Supplies to a FUNERAL HOME.

George B. Corrigan makes a $445 sale of "Sweet Baby o' Mine" to a LAUNDRY. This is the tenth year this big laundry has bought "Sweet Baby o' Mine" and through constant and consistent usage, the picture has become the accepted trade mark of the concern.

Harold Ricker chalks up $400 in three orders; one a sale of "My Bonnie" to a REAL ESTATE AND INSURANCE AGENCY for $167. This to a new customer. Two, a $118 sale of Business Calendars to an OFFICE EQUIPMENT COMPANY. Three, a $109 sale of Business Calendars to a PAPER JOBBER, also a new customer.

R. S. Osburn makes the column three times for a total of over $500. His first is a $294 sale of Art Mounts and Indoor Billboards to a MANUFACTURER, an old customer. Second on the list is a $136 sale of Roll Calendars to an ENGRAVER. Third is a $108 sale of Business Calendars to a MERCANTILE CONCERN.

F. L. Zimmerman scores twice for a total of $325, his first a $200 sale of "Rainbow Fishing Fleet" to a FUNERAL DIRECTOR; his second a $130 sale of Insurance Facts Calendars with "Rainbow Fishing Fleet" to an INSURANCE AGENCY.

Ryan Perry has the fishing trip in the bag, but he's keeping on at full speed and comes through with two orders for a total of $455. His biggest order calls for "Proud Mothers" and amounts to $354. The other one amounts to $116 and calls for "Silver Dawn." The first was sold to a dealer in FARM IMPLEMENTS AND TRACTORS, the second to a dealer in GRAIN AND FERTILIZERS.

ADVERTISING IS THE QUICKEST AND MOST ECONOMICAL AID IN THE INTRODUCTION OF NEW PRODUCTS ADDED TO AN ESTABLISHED LINE AND IN THE INTRODUCTION OF IMPROVED PRODUCTS.

WITH ADVERTISING THE MANUFACTURER CAN BE SURE OF ALMOST IMMEDIATE ACCEPTANCE BY CONSUMERS OF A NEW OR IMPROVED PRODUCT.

Sam Haynes makes the column twice for over $500; his first is a $330 sale of the complete Will Rogers campaign to a TIRE DEALER and his second a $175 sale of Safety First Campaign to a MERCANTILE CONCERN.

Tom Orvis of Ohio, makes a $346 sale of "Happy Bluebird Family" to a COAL DEALER, using this copy—"ONE GOOD TON DESERVES ANOTHER."

Lynn Walker scores twice for $421—once with a $255 sale of Special DeLuxe Calendars to a NATIONAL BANK, a new customer; and again with a $167 sale of Last Edition Billboard Calendars to the same NATIONAL BANK.

Harry Etter of California, makes a $465 sale of "My Blue Heaven" to a COMMISSARY COMPANY.

Albert J. Morrier sold Will Rogers DeLuxe Greeting Calendars to a dealer in AUTO ACCESSORIES, REFRIGERATORS AND RADIOS, for $318.

Walt Olson made a $222 sale of Carrier's Greeting Calendars to a NEWSPAPER PUBLISHER.

Jut Laing makes a $242 sale of S-257 Dairy Calendars, with "A Long Life and a Healthy One" to a DAIRY.

S. C. Whalen made a $300 sale of Religious Calendars to a FUNERAL DIRECTOR, an old customer.

Perry Keboch makes a $267 sale of "Rah! Rah! Rah!" to a LAUNDRY AND DRY CLEANER.

J. S. Bell of Louisiana makes a $220 sale of Holiday Greetings HG4272 to a LIFE INSURANCE COMPANY.

Mr. Houison made a $224 sale of "Kiddie Ambitions" Blotters to a MANUFACTURING CONCERN.

F. A. Button sold "The Joy of Living" to a jobber in HOUSEHOLD APPLIANCES for $273.

W. A. Scheafer sold Spanky's Safety Campaign to a dealer in PETROLEUM PRODUCTS for $206.

E. L. Vincent sold Business Calendars to an old customer for $190.

C. M. Roadstrum made a $158 sale of Paragon to a MACHINERY COMPANY.

Larry Moss makes a $200 sale of Religious Calendars to a FUNERAL DIRECTOR.

ADVERTISING CREATES GREATER STABILITY OF PRODUCTION AND EMPLOYMENT BY HELPING LEVEL PEAKS AND VALLEYS OF SEASONAL DEMAND.

ADVERTISING, IN HIGHLY COMPETITIVE INDUSTRIES, BY CREATING GREATER CONSUMER INTEREST IN A TYPE OF PRODUCT, OFTEN CREATES MORE BUSINESS FOR ALL MANUFACTURERS IN THE FIELD.

Mrs. Peterson sold "The Guiding Hand" to a SAVINGS BANK for $125.

Rupert Fairbairn sold "Be Sure You Are Right" Safety Campaign to a FUNERAL DIRECTOR for $105.

W. F. Dunlap sold "Autumn Rhapsody" Billboards to a PAINT AND VARNISH MANUFACTURER—a new customer—for $101.

Randolph Lipford sold "Spirit of America" in R-4 to a DAIRY for $136.

A. S. Hartman sold a complete Will Rogers campaign to a TRANSPORT COMPANY for $173 to advertise "SAFE, DEPENDABLE SERVICE."

E. J. Harris sold "Kiddies Inc." Blotters to a MERCHANDISE BROKER for $135. This is a new customer.

Ralph Bond sold "Forever Yours" to a FLORIST for $110.

J. Shadle sold Religious Calendars to a FUNERAL DIRECTOR—a new customer—for $143.

J. Milton Wigley made a $105 sale of Historical Weather Chart Calendars to a STATE BANK.

Newton G. Beatty sells "The Light of Her Eyes" to an IRON WORKS COMPANY for $127.

Frank Raitz made a $107 sale of FD Service to a FUNERAL DIRECTOR—a new customer.

Lynn Walker sold "Spirit of America" to a CHEMICAL MANUFACTURER—a new customer—for $155.

Tom Merchant made a $126 sale of FD Service to a FUNERAL HOME.

Mr. Merchant also sold No. 7 DeLuxe Memorial Record Books to a FUNERAL DIRECTOR for $111.

Eugene Keltner sold "Spirit of America" and "My Blue Heaven" to an AUTO DEALER for $140.

King Gerlach sold "Their Priceless Heritage"—a complete campaign—to a FURNITURE DEALER for $115.

Ralph Bond makes the column again with a $116 sale of Last Edition Billboard Calendars to a PEPSI COLA BOTTLER.

P. M. Winter sold 1,500 Ger-Bars to a FURNITURE DEALER—a new customer—for $123.

ADVERTISING IS A MOST POTENT FORCE
IN BUILDING BETTER PUBLIC RELATIONS.

ADVERTISING ASSURES MANUFACTURERS BETTER SUPPLIES OF RAW MATERIALS AT GOOD PRICES BECAUSE ADVERTISERS ARE LIKELY TO OFFER A GREATER STABILITY OF DEMAND.

Mr. Winter also sold Special Calendars to a NATIONAL BANK for $145.

W. B. Boozman sold 2000 "Etta Moten" Calendars to a FUNERAL HOME for $160.

Larry Moss is with us again, this time with a $157 sale of "Off to the Meeting Point," sold to a MANUFACTURER OF HARDWOOD FLOORING.

Bill Herrmann is in the column once more with a $111 sale of Paragon, to a TOOL WORKS.

Fred W. Bell sold 1,000 Art Mount Calendars to a FUNERAL DIRECTOR for $117.

Fred also sells Paragon to a BRASS MANUFACTURING COMPANY for $125.

F. A. Button sold "Spirit of America" to a SAVINGS BANK—a new customer—for $104.

Lou Byrne made a $126 sale of "Spirit of America" to a MERCANTILE CONCERN.

Perc Earl sold Greeting No. 4263 to a BREWER'S TRADE SCHOOL for $131. The subject used is "Steady."

King Gerlach makes the column again with a $123 sale of "Lucky Dog" sold to a BUILDER'S SUPPLY DEALER.

Alan J. Kidd sold "The Joy of Living" to a FUEL OIL DEALER—a new customer—for $127.

Harry Etter brings his score up to $600 with a $120 sale of "Home Is Where the Heart Is" to a CLOTHIER AND FURNISHER.

Eugene Keltner appears once more with a $112 sale of "Happy Bluebird Family" to a LOAN AND HOMESTEAD COMPANY.

Here's Larry Moss again with a $105 sale of "Here Peace and Happiness Abide," to a NATIONAL BANK—a new customer.

Bill Herrmann makes it again with a $100 sale of "Happy Bluebird Family" to a FUNERAL DIRECTOR.

L. R. Shepard sold "Proud Mothers" in Billboards and Hangers, to an old customer for $155.

Isidor Siegel makes a $100 sale of "Here Peace and Happiness Abide" to a COAL DEALER.

A. W. Thurn sold "Houghton Mill" in S-257 with Better Homes-Better Gardens pads, to a REALTOR for $125.

ADVERTISING HELPS ASSURE THE ADVERTISER OF GETTING THE FIRST OPPORTUNITY TO ACCEPT OR REJECT PATENTS, SUGGESTIONS AND OTHER IDEAS FOR IMPROVEMENTS IN PRODUCT OR POLICY.

"IT ALL DEPENDS ON ME!"

Up in Canada men, women and children —and we mean children literally, for they are serving in many ways—are working day and night in defense industries. Without boasting, without bragging, without broadcasting, they are doing one of the grandest jobs that has ever been done by FREE MEN at any place or any time.

One reason for the success of Canada's war effort lies in the sense of INDIVIDUAL RESPONSIBILITY which has always been a leading characteristic of our northern neighbors. To a Canadian, the business of his country is HIS business; the safety and welfare of his country is HIS personal obligation.

Therefore, knowing this Canadian trait so well, this writer was not at all surprised to learn that in practically every factory and business house in the Dominion are signs reading like this:

IT ALL DEPENDS ON ME!

If we each and all of us think this, and each and all of us do our utmost, our very utmost, on whatever work we are on, and do it with determination and cheerfulness, then

WE SHALL WIN THIS WAR

Now we submit that no better slog could be found for war work, but we al suggest that no better slogan could found for PEACETIME WORK.

How often in a big organization such ours, do we find it a temptation to belie that business will go on as usual even if —personally—knock off for a game billiards, a round of golf, or just a friend chat in a hotel lobby? How often are inclined to humor a desire to make a la morning start, or perhaps to rest for couple of hours during the luncheo period?

"Oh, shucks," we say, "what real di ference does it make if we don't write order today; the folks back in Joliet wo miss it, and there are so many salesme anyway that one little order more or les won't affect the total."

Have you ever felt that way? Well, you are not superhuman you have, course. It is often hard—particularly f salesmen working far away from the hom office—not to experience periods when th desire to "rest up a bit" doesn't become t great to resist. And the excuse is near always the same—"Well, after all, I'm n own boss. If I am satisfied with the orde I am writing and the earnings I am makin why should anybody kick? There are a le of salesmen on The Gerlach-Barklow forc and one or two orders won't make muc difference. The other fellows will be work

g. Think I'll just knock off work early day and go see a show."

Of course no salesman does this often— st once in awhile. He couldn't do it often, d exist. And, if many did it often, The erlach-Barklow Company couldn't exist. e all know that to be true. Yet, if we e honest with ourselves, we shall have to mit that the temptation to "lay off" d "take things easy" is a very human ndency that nearly all of us find it neces ry to fight. In fact Dun and Bradstreet te this human frailty FIRST among the asons for failure.

It is for this reason that the Canadian ar slogan hit this writer as the finest USINESS SLOGAN he has ever seen.

IT ALL DEPENDS ON ME!

Think what a firm the size of ours could o if ALL OF US lived up to that slogan very hour of every day! It would mean ousands of extra orders every year, and ith those thousands of extra orders it ould be possible to make strides in a few ears that would otherwise take many ears. It would be necessary to enlarge the lant, and hire hundreds of persons who ed work, and all of us, of course, would e making more than we make today.

"IT ALL DEPENDS ON ME! If each d all of us think this, and each and all f us do our utmost, OUR VERY UTMOST, n whatever work we are on, and do it with determination and cheerfulness" we can not only win ANY war we may be called upon to fight, but we can also GO FORWARD IN BUSINESS as we never have before.

Pretty soon now it will be Charter Month for The Gerlach-Barklow Company — the month when we ALL show our loyalty and gratitude to the firm that gives us a livelihood and permits us to feed, house, clothe, and educate the members of our families.

We are proud of our company. We know what it means to us and to others. We know the service it has rendered for 34 years. Therefore, don't you think it would be a fine thing if we made the overwhelming success of Charter Month our own PERSONAL business?

For the Charter Month contest, let us adopt Canada's great slogan. Let us not trust its success to any OTHER person. Let us, instead, go into the contest with this thought ever in mind—"IT ALL DEPENDS ON ME!"

If we do that, we'll have the biggest and grandest Charter Month in our whole history, and—with things as they are in the world—what a truly inspiring thing that would be!

Jewett E. Tucker

ADVERTISING ATTRACTS TO THE ADVERTISER THE BETTER TYPE OF EMPLOYEE.

Charlie Chamberlain sold the "THANK YOU" copy on "Bright Bouquets" Post Cards to an ELECTRIC MOTOR SERVICE COMPANY.

P. H. Cowherd of Texas made a $76 sale of Pencils to a SERVICE STATION handling Sinclair products.

E. C. Doudna sold 500 Household Record Calendars with "Rainbow Fishing Fleet" to a FUNERAL DIRECTOR.

Mr. Doudna also sold 300 "Spirit of America" Greeting Folders to a CREAMERY.

G. B. Falls created a new FUNERAL DIRECTOR account with a sale of 250 Religious Calendars.

Leo Himelhoch sold 1,000 Business Calendars to an ABSTRACT COMPANY.

Mr. Himelhoch also created a new account with an $80 sale of FD Service to a FUNERAL DIRECTOR.

Mr. Himelhoch also sells "Steady" in Billboards and Record Calendars to a FARM SUPPLY DEALER for $72.

Sidney Hodson sold 5000 "Our America" Blotters to a MUTUAL INSURANCE COMPANY.

J. B. Kasper sold the "Bright Bouquets" Post Cards with "THANK YOU" copy to a CHEVROLET DEALER.

A. A. Muldrew sold 500 Religious Calendars to a FUNERAL DIRECTOR.

Doris Sierer created a new account with a sale of 500 Paragon Key Cases to an INSURANCE AGENCY.

Craig Sohn sold 200 Pencils to a TRANSFER AND STORAGE COMPANY.

Mr. Trocksell of California, creates a new account with a sale of "My Blue Heaven" to a FLORIST.

D. G. Waite sold 780 Paragon Key Cases to an AUTO BODY SHOP.

P. M. Winter sold 300 Farm Record Calendars and 10 "All-American" Billboard Calendars to a dealer in FARM IMPLEMENTS.

F. L. Zimmerman sold 50 "My Blue Heaven" Billboards to a COAL DEALER.

George W. Ballard sold 300 Farm Record Calendars with "My Bonnie" to a LUMBER AND SUPPLY COMPANY.

L. T. Cunningham sold 200 No. 7 Memorial Record Booklets to a FUNERAL DIRECTOR.

ADVERTISING, BECAUSE IT HELPS A MANUFACTURER ATTRACT THE BETTER TYPE OF DEALER AND JOBBER, CONTRIBUTES TO BETTER COLLECTIONS AND SMALLER CREDIT LOSSES.

ADVERTISING, BY PLACING THE MANUFACTURER PROMINENTLY BEFORE THE PUBLIC, ENCOURAGES BETTER STYLING, IMPROVED PRODUCTS, BETTER PACKAGING AND OTHER EVIDENCES OF AN ALERT AND AGGRESSIVE PRODUCTION AND MERCHANDISING POLICY.

Hugh Estes made a $90 sale of "Springtime" to a DEPARTMENT STORE, a new customer.

J. A. Field sold 250 Roll Calendars, "Spirit of America" to an ELECTRIC AND MACHINE SHOP.

A. H. Laun created a new account with a sale of 300 "Little Things You Might Forget" sold to a FUNERAL HOME.

Marvin Mitchell sold "Here Peace and Happiness Abide" in Billboards and DeLuxe Greeting Calendars to a REALTY DEALER.

Albert J. Morrier sold 275 "A Long Life and a Healthy One" to a DAIRY.

O. O. Noell sold "Be Sure You're Right"—a complete Safety Campaign—to an AUTO SALES AND SERVICE—a new customer.

Mr. Noell also sold 250 Holiday Greetings HG4267 to a GRAIN MILL AND ELEVATOR COMPANY.

Frank Raitz sold 400 S-257 "Spanky's Safety Patrol" to a DAIRY.

Harold Ricker sold "Steady" in R8 and R2 to a REALTOR.

Larry Moss sold 5000 Funeral Directors' Service to a FUNERAL HOME.

Mr. Moss also sold 300 Memorial Record Booklets to another FUNERAL HOME.

Larry scores a third time with a sale of "Springtime" in Hangers and Billboards to a CHEVROLET DEALER to advertise "WHERE FRIEND MEETS FRIEND."

L. R. Shepard made a $100 sale of Business Calendars to a COAL DEALER.

A. H. Oschmann sold "When a Feller's Got a Friend" to a TIRE SALES AND SERVICE, to advertise "WHERE QUALITY IS PARAMOUNT AND SERVICE IS REAL."

S. C. Whalen sold 3600 "Poems Without Words" Blotters to a FLORIST.

Mr. Whalen also made a $100 sale of "Spirit of America" to a MERCANTILE CONCERN.

L. Sanders of Missouri created a new account with a $100 sale of "The Guiding Hand" to a TITLE ABSTRACT COMPANY.

H. N. Buckley sold Paragon Billfolds to a FUNERAL DIRECTOR, a new customer.

ADVERTISING GIVES THE MANUFACTURER HIS BEST PROTECTION AGAINST INROADS OF COMPETITION.

ADVERTISING PROTECTS THE ADVERTISER AGAINST PRICE COMPETITION OF UNADVERTISED BRANDS.

A. S. Hartman makes it three straight with a sale of "Spirit of America" to an INSURANCE AGENCY.

And here's his fourth coming up—a sale of "Be Sure You're Right" in billboards and hangers, to a POULTRY DEALER.

Bill McNerney sold "Peekaboo" in billboards and hangers to a SERVICE STATION—a new customer.

Nick Osburn made a $100 sale of Blotters to a MILLINERY COMPANY—another new customer.

Fred Bell sold 2000 Fans to a FUNERAL DIRECTOR.

Ben Bercovit sold 200 No. 250 Pencils to a BEER BOTTLER.

Rupert Fairbairn sold 300 Business Calendars to an IMPORTER.

Sam Haynes sells 270 Pencils, using Eckland's Graduation idea sold to a BAKER—a new customer. True, this order amounts to less than $100 but it's a new customer and, therefore worth $100.

And here's Mr. Haynes again—this time with an order for 170 Pencils sold to a STATE BANK by using Eckland's idea again.

Mr. Haynes also sold "Freedom for All" Billboards to an ABSTRACT AND TITLE GUARANTEE COMPANY.

Randolph Lipford sold Special Calendars to a TRUST COMPANY for $100.

Larry Moss is in again, with a sale of 3000 Phone Index Calendars to a FUNERAL HOME.

Walter Olson sold 500 Paragon Leather Key Cases to a BUICK DEALER.

L. R. Shepard sold 300 S-241 using "Steady" to a NATIONAL BANK, a new customer.

Isidor Siegel makes a $90 sale of Paragon to a MANUFACTURER.

E. L. Vincent sold 1,000 Paragon Key Cases to a CHRYSLER AND PLYMOUTH DEALER, a new customer.

Art Vores sold 60 "Priceless Heritage" Billboards to a PLYMOUTH AND CHRYSLER DEALER—a new customer.

Leon Terry sold "Spirit of America" in R-4, to a FURNITURE DEALER.

F. M. Shell sold Farm Record Calendars with "Proud Mothers" to a BOTTLE GAS DEALER—a new customer.

Ben Bercovit sold 2000 Fans to a BAKERY for Church distribution.

King Gerlach sold "Here Peace and Happiness Abide" to a REAL ESTATE AND INSURANCE AGENCY.

ADVERTISING FORTIFIES EVERY MANUFACTURER AGAINST THE RIGORS OF DEPRESSION CONDITIONS.

ADVERTISING HELPS THE SMALL MANUFACTURER GROW LARGER AND IS HIS BEST PROTECTION AGAINST COMPETITION FROM THE LARGER MANUFACTURERS WHILE HE IS GROWING.

Harry Etter sold 400 Greeting Calendars, "Rainbow Fishing Fleet" to an AUTOMOTIVE SERVICE GARAGE.

L. W. Thompson made a $100 sale of "Playmates" Blotters to a TRUCKING COMPANY.

Art Vores sold Paragon Key Cases to an INSURANCE AGENCY, using the following copy. "THIS CAR INSURED BY HAWES AND McAFEE."

Doesn't that idea seem worth trying on insurance agents in YOUR territory?

Art Vores sold "An Autumn Rhapsody" to a BUS LINE.

A. H. Oschmann sold Safety Billboards to a LAUNDRY.

Rupert Fairbairn sold 3000 "Brainy Bow Wows" Blotters to a MERCANTILE CONCERN.

R. S. Perry sold "Off to the Meeting Point" to a FREIGHT TRANSPORT COMPANY, to tell the public, "WE GO A LONG WAY TO MAKE FRIENDS."

Mr. Perry also sold "The Joy of Living" in R5 Billboards to a CHRYSLER AND PLYMOUTH DEALER.

And here's Perry again with a nice sale of "Rainbow Fishing Fleet" to an INSURANCE AGENCY.

Mrs. Fannie Peterson made a dandy sale of Humidity Guides and Thermometers to a MANUFACTURING COMPANY.

George Corrigan sold "Autumn Rhapsody" and "Springtime" to a DODGE AND PLYMOUTH DEALER.

E. A. Gilmore sold a complete campaign of "Their Priceless Heritage" to a FURNITURE DEALER.

J. W. Hatch sold 750 Metal Calendars to a MERCANTILE CONCERN.

Mr. Groomes sold "Be Sure You're Right" in billboards and deluxe calendars to an AUTO BODY SHOP.

A. S. Hartman sold "My Bonnie" to a HARDWARE DEALER, using the copy which follows—"WHERE YOUR PATRONAGE IS APPRECIATED."

A. S. Hartman also sold, "Happy Bluebird Family" in billboards and hangers to a TRUCKER who uses copy as follows: "A LITTLE CHILD MEANS MORE TO YOU THAN A LITTLE TIME. DRIVE CAREFULLY."

ADVERTISING HELPS THE LARGE MANUFACTURER RETAIN HIS POSITION OF LEADERSHIP.

ADVERTISING IS EXCELLENT INSURANCE FOR THE TRADE-MARK AGAINST INFRINGERS.

John Gilbert sold 1000 Ger-Bars to a FUNERAL DIRECTOR, a new customer and 2500 Fans to a FURNITURE DEALER for Church distribution, also 250 Pencils to a CLEANER. This last sale was made by using Eckland's Graduation idea.

Bill Herrmann sold 300 "Spanky's Safety Patrol" in S-257, using Better Homes and Gardens Pads.

Guy Dean sold 100 Knives to a TEXACO DEALER, a new customer.

Mr. Dean also sold a $100 Safety Campaign using "Be Sure You're Right" to an INSURANCE AGENCY.

Sam Haynes makes another nice Pencil sale, using the Eckland Graduation idea. This time, Sam sells a hundred pencils to a JEWELER —a new customer.

And here's Sam Haynes once more with a sale of 75 "Spirit of America" Billboards to a STATE BANK.

J. B. Kasper makes another sale of the "THANK YOU" Post Cards —this one to a CHEVROLET DEALER.

A. H. Oschmann sold fifty Spanky Safety Billboards to a FORD DEALER.

Harold Ricker made a $100 sale of Ger-Bars to a FURNITURE DEALER.

C. M. Roadstrum sold 60 Paragon Pocket Letterfiles to an AUTO COLLISION SERVICE CONCERN.

Clifford Higgins sold "Autumn Rhapsody" and "Here Peace and Happiness Abide" to a STATE BANK—a brand new customer—for nearly $100.

J. B. Kasper sold "THANK YOU" Post Cards to a FLORIST—a new customer.

P. H. Keboch made a nice sale of Paragon to a DAIRY.

R. A. McCune made a $100 sale of "Priceless Heritage" to a CLEANER.

Mrs. Fannie Peterson sold 750 Ger-Bars to a FUEL DEALER.

Harold Ricker sold 325 Religious Calendars to a FUNERAL DIRECTOR.

D. G. Waite sold "Spirit of America" to a SAVINGS AND LOAN ASSOCIATION.

Miss Melcher made an $80 sale of Paragon to an AUTO DEALER.

A. A. Muldrew sold "My Blue Heaven" to a dealer in MACHINERY AND POWER PLANT SUPPLIES.

Fred C. Parks sold "When a Feller's Got a Friend" in HG4253 to a DRUGGIST.

H. C. Busack sold "Puppy Love" in S-257 with 500 Better Homes-Better Gardens Pads to a DAIRY—a new customer.

ADVERTISING HELPS THE MANUFACTURER GET THE BEST TYPES OF JOBBER AND DEALER OUTLETS.

DEAR ERNEST:

I want, if space can be allotted in an early issue of the REVIEW, to get across to our sales force a thought or two regarding our line of Pencils. But first, let me say that every salesman should read and reread Marvin Mitchell's method of demonstrating our pencils. There is a raft of poorly constructed pencils offered advertisers, so it behooves a salesman to demonstrate, as Mitchell practices, the sturdy construction of our pencils. Every feature and every detail should be pointed out and shown, just as Mitchell recommends and practices.

You will recall that I wrote you last year telling of the, as I thought at the time being uninformed about ad pencils, cheaper prices at which pencils were being sold down here. That statement still stands. There is, however, a "joker" to the raft of cheap pencils offered by most, if not all other lines. There is one firm manufacturing a line based on price rather than quality. This firm has pretty well monopolized this field. In appearance, at casual glance, their pencils look pretty good. Closer inspection, however, quickly reveals their very great inferiority to our line.

I have recently talked with some of their customers. Each time I've demonstrated our line very much as Mitchell does. A certain funeral director purchased one thousand of these junky pencils. He has over half on hand which he declares he will not give out. Using his own words, "the d—d pencils are a disgrace; they soon get out of order to the point that the leads can not be propelled. The mechanism is cheaply made, etc." His next order will be for G-B quality. Another instance occurred this morning. This party still has on hand a quantity of these cheap, tinny pencils. He purchased 250, much in appearance to our MP100, for which he paid 20c each. I soon convinced him of the extraordinary quality and workmanship of our offerings. Result, I have his order for 250 MP100 Streamlined Pencils with the fine line leads, at 39c each. Having learned the why for the lower prices quoting by other pencil salesmen, I now hunt out buyers who have been hood-winked into buying this cheap junk. I find that it is no trick at all to convince them that there is to be had a really mechanically correct line of ad pencils. Pity the duped salesman who hopes to develop good will and future patronage with a line of anything built to price rather than to quality, as is so common with most so-called competitive lines compared to the high standards set by Gerlach-Barklow.

KING GERLACH.

DEAR MR. BARKLOW:

I feel particularly good about this order for 750 R-19 Religious Calendars for $143.25. I had called on this man about twenty times, trying to get him interested in different items, before he broke down and told me, about a month ago, that he had been buying Religious Calendars from one of our biggest competitors in the Religious line.

Tried to get him to look at our calendar but he was too busy then and promised to see it before he bought. Stopped to see him several more times—but could not catch him in till today. He looked and here is the order.

It just proves one thing to me—that I need not fear competition from any source if I can just get them to look.

Sincerely,

JOHNNY SHADLE.

P. S.—Until tonight I figured this was hopeless and only showed him to get the experience.

TIME

THE GREATEST OF ALL WEALTH AND THE ONE THING WE SHARE IN COMMON

Resolve not to waste time and you need make but few other resolutions.

Lives of great men all remind us we can make our lives sublime, and departing leave behind us footprints in the sands of time.

You may take a man's property and he can work and replace it; but take a man's time and it is gone forever.

Time is the one absolute essential in permanent success, and you have all there is.

A lost dollar may be found, but ten minutes of lost time will never be found this side of eternity.

Never leave that till tomorrow which you can do today.

Waste little time with people who cannot, by their ambition and achievements, send you on to higher purpose.

Time converts more men to common sense than reason ever will, and he who gains time gains everything.

Spend more time looking for the good, and less time looking for the bad, and you will elevate yourself and those around you.

Do you love life?—then do not squander time, for time is the stuff life is made of.

Let every man be master of his own time, for time is the essence of all things.

Time is the only advantage we can claim as rightfully ours; if we spend it and do not invest it, we are the losers.

ALL BLOTTER PRICES ARE INCREASED 10%

You have received new prices for blotters on the monthly-service basis.

Pages 22 and 23, Section 6, are being reprinted and will be sent to you as soon as possible. These new pages will give complete new price lists for blotters without monthplates.

Please note the following instructions:

1. Do not sell blotters at the prices quoted on Pages 22 and 23. Add 10%.

2. Disregard all prices printed on envelopes containing blotter samples.

3. Post card prices remain the same. No increase in post card prices.

Two More Weeks in Which to Write Your Own Membership Card in

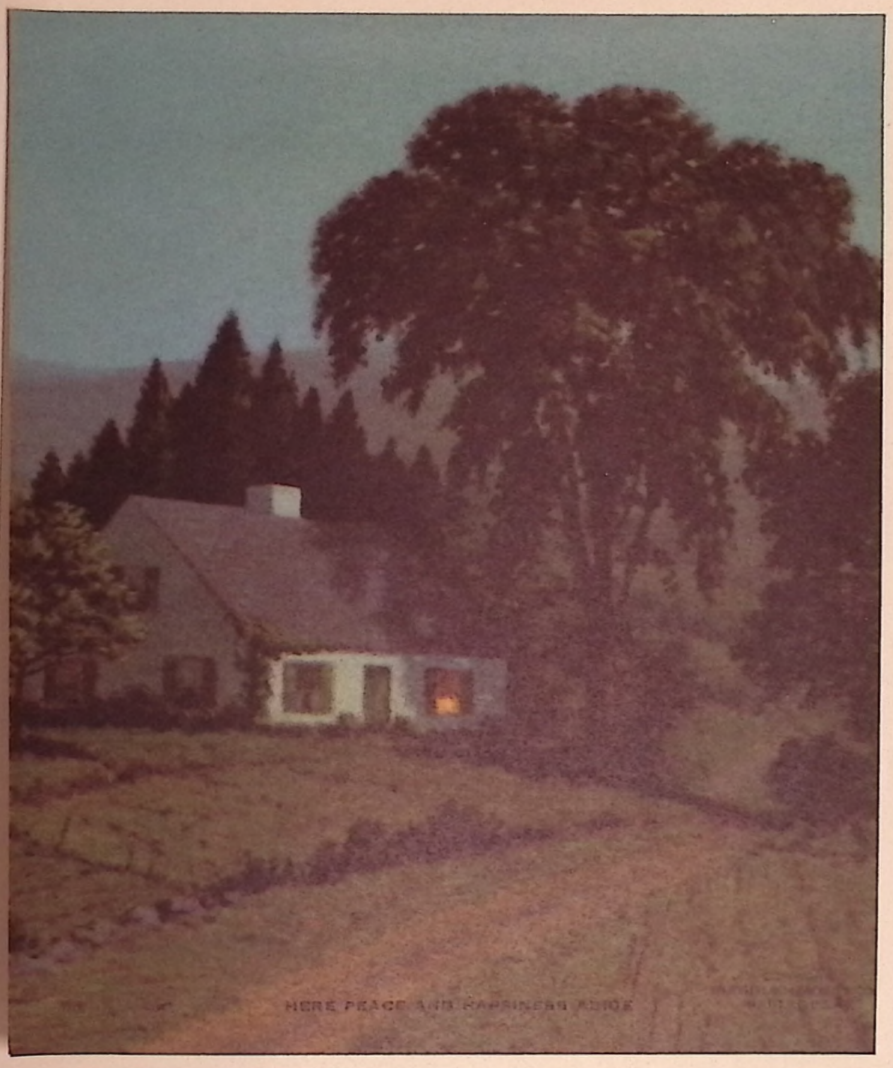
THE SNAG CLUB

YOU can win a fishing trip this summer! The terms of the 1941 Fishing Contest fit everybody. You compete only against yourself.

During the 10 weeks from March 17 to May 24, you must sell—

40 Orders Totaling $4,000
. . . or . . .
50 Orders Totaling $3,500
. . . or . . .
60 Orders Totaling $3,000
. . . or . . .
70 Orders Totaling $2,500

Large commercial specials do not count. All orders must be complete and ready for manufacture.



A PRAYER FOR A LITTLE HOME

God send us a little home
To come back to when we roam;
Low walls and fluted tiles,
Wide windows—a view for miles;
Red firelight and deep chairs,
Small white beds upstairs;
Great talk in little nooks,
Dim colors—rows of books;
One picture on each wall,
Not many things at all;
God send us a little ground,
Tall trees standing 'round;
Homely flowers in brown sod,
Overhead, Thy stars O God.
God bless thee when winds blow,
Our home, and all we know.

—Florence Bone.

(Thanks to Amasa Hartman)

DON'T

JUST PUT IN YOUR DAY

PUT

EVERYTHING YOU CAN

INTO YOUR DAY

●

You still have two weeks in which to qualify for membership in

THE SNAG CLUB